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10/627,139

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Sharon K. Ernst

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EXAMINER

COHEN, AMY R

ART UNIT

PAPER NUMBER

2859

DATE MAILED: 12/21/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

10/627,139

Applicant(s)

ERNST ET AL.

Examiner

Amy R Cohen

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 28 September 2004.
2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-50 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5) ☐ Claim(s) _____ is/are allowed.
6) ☒ Claim(s) 1-50 is/are rejected.
7) ☐ Claim(s) _____ is/are objected to.
8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
10) ☒ The drawing(s) filed on 25 July 2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date _____.
5) ☐ Notice of Informal Patent Application (PTO-152)
6) ☐ Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-3, 5-10, 13, 14, 16-21, 24, 25, 27-32, 34, 36, 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Becker (U. S. Patent No. 4,172,331) in view of Evans (U. S. Patent No. 2,387,986).

Regarding claims 1-3, 5-10: Becker discloses a sign system assembly comprising: a frame (14) having a face (12); a template (66) adapted to fit against the face in an accurate position thereon, the template having an opening (68) therethrough and a scale therethrough (Fig. 5A, scale is the spacing of openings); at least one alphanumeric locator (70) configured to fit within the opening of the template and be properly located in position by aligning a portion of the at least one alphanumeric locator with the scale of the template (Fig. 5A), the at least one alphanumeric locator having an aperture (74) therethrough; and an alphanumeric symbol (84) for each alphanumeric locator, each alphanumeric symbol having an adhesive backing (84, Col 6, lines 28-50); wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol (Fig. 5A); and wherein the alphanumeric symbol can be accurately positioned on the face of the frame by inserting the alphanumeric symbol through the aperture having the corresponding perimeter and adhering the alphanumeric symbol to the face of the frame (Col 6, lines 28-50).

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Becker discloses the sign assembly the frame includes a ridge extending from the face of the frame (Fig. 3B); and the template is adapted to abut against the ridge to be fixed in position on the face of the frame (Figs. 3B and 5A-D).

Becker discloses the sign system assembly, wherein: the ridge defines a closed border (Figs. 1-5).

Becker discloses the sign assembly wherein the opening in the template (68) includes at least two parallel sides (Fig. 5A).

Becker discloses the sign assembly wherein: the at least one alphanumeric locator includes at least two parallel edges, the at least two parallel edges of the at least one alphanumeric locator having an edge distance therebetween approximately equal to a side distance between the two opposite sides of the opening in the template, whereby the at least one alphanumeric locator can be easily and accurately placed into position within the opening in the template (Fig. 5A and Col 6, lines 1-50).

Becker teaches the sign assembly wherein: the at least one alphanumeric locator comprises a plurality of alphanumeric locators (Col 2, lines 23-47).

Becker teaches the sign assembly including: a panel (76) comprising an outer margin, the template and a guide (Fig. 5A); wherein the template is removably connected to the outer margin and the guide is removably connected to the template (Fig. 5A and Col 6, lines 1-50).

Becker does not disclose the sign system assembly wherein the template comprises a scale thereon.

Evans discloses a sign system assembly comprising a template (1) comprising a scale (2, 5) thereon and an opening therethrough (6, 8); wherein the opening in the template (6, 8) includes at least two parallel sides (Figs. 1 and 3); wherein the scale (2, 5) is located adjacent two

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opposite sides of the at least two parallel sides (Figs. 1 and 3); wherein the scale comprises a plurality of marks along each of the two opposite sides signifying a distance from a center point of the scale (Figs. 1 and 3, Col 2, line 50-Col 3, line 10).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the sign system assembly of Becker to include a scale thereon, as taught by Evans, so that the alphanumeric locators could be placed at spaced intervals along the template and so that the user would be able to measure the distance between each of the alphanumeric locators, between the edges of the template and the alphanumeric locators, and between the center of the template and the alphanumeric locators.

Regarding claims 13, 14, 16-21: Becker discloses a sign making system assembly for a frame (14) having a face (12) comprising: a template (66) adapted to fit against the face in an accurate position thereon, the template having an opening (68) therethrough and a scale therethrough (Fig. 5A, scale is the spacing of openings); at least one alphanumeric locator (70) configured to fit within the opening of the template and be properly located in position by aligning a portion of the at least one alphanumeric locator with the scale of the template (Fig. 5A), the at least one alphanumeric locator having an aperture (74) therethrough; and an alphanumeric symbol (84) for each alphanumeric locator, each alphanumeric symbol having an adhesive backing (84, Col 6, lines 28-50); wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol (Fig. 5A); and wherein the alphanumeric symbol can be accurately positioned on the face of the frame by inserting the alphanumeric symbol through the aperture having the corresponding perimeter and adhering the alphanumeric symbol to the face of the frame (Col 6, lines 28-50).

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Becker discloses the sign system assembly wherein the template is adapted to abut against a ridge extending from the face of the frame to be fixed in position on the face of the frame (Figs. 3B and 5A-D).

Becker discloses the sign assembly wherein the opening in the template (68) includes at least two parallel sides (Fig. 5A).

Becker discloses the sign assembly wherein: the at least one alphanumeric locator includes at least two parallel edges, the at least two parallel edges of the at least one alphanumeric locator having an edge distance therebetween approximately equal to a side distance between the two opposite sides of the opening in the template, whereby the at least one alphanumeric locator can be easily and accurately placed into position within the opening in the template (Fig. 5A and Col 6, lines 1-50).

Becker teaches the sign assembly wherein: the at least one alphanumeric locator comprises a plurality of alphanumeric locators (Col 2, lines 23-47).

Becker teaches the sign assembly including: a panel (76) comprising an outer margin, the template and a guide (Fig. 5A); wherein the template is removably connected to the outer margin and the guide is removably connected to the template (Fig. 5A and Col 6, lines 1-50).

Becker does not disclose the sign system assembly wherein the template comprises a scale thereon.

Evans discloses a sign system assembly comprising a template (1) comprising a scale (2, 5) thereon and an opening therethrough (6, 8); wherein the opening in the template (6, 8) includes at least two parallel sides (Figs. 1 and 3); wherein the scale (2, 5) is located adjacent two opposite sides of the at least two parallel sides (Figs. 1 and 3); wherein the scale comprises a

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plurality of marks along each of the two opposite sides signifying a distance from a center point of the scale (Figs. 1 and 3, Col 2, line 50-Col 3, line 10).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the sign system assembly of Becker to include a scale thereon, as taught by Evans, so that the alphanumeric locators could be placed at spaced intervals along the template and so that the user would be able to measure the distance between each of the alphanumeric locators, between the edges of the template and the alphanumeric locators, and between the center of the template and the alphanumeric locators.

Regarding claims 24, 25, 27-32: Becker discloses a sign making system assembly for placing alphanumeric symbols on a frame (14) having a face (12), the assembly comprising: a template (66) adapted to fit against the face in an accurate position thereon, the template having an opening (68) therethrough and a scale therethrough (Fig. 5A, scale is the spacing of openings); at least one alphanumeric locator (70) configured to fit within the opening of the template and be properly located in position by aligning a portion of the at least one alphanumeric locator with the scale of the template (Fig. 5A), the at least one alphanumeric locator having an aperture (74) therethrough; and an alphanumeric symbol (84) for each alphanumeric locator; wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol (Fig. 5A); and wherein the alphanumeric symbol can be accurately positioned on the face of the frame by inserting the alphanumeric symbol through the aperture having the corresponding perimeter and connecting the alphanumeric symbol to the face of the frame (Col 6, lines 28-50).

Becker discloses the sign assembly the frame includes a ridge extending from the face of the frame (Fig. 3B); and the template is adapted to abut against the ridge to be fixed in position on the face of the frame (Figs. 3B and 5A-D).

Becker discloses the sign assembly wherein the opening in the template (68) includes at least two parallel sides (Fig. 5A).

Becker discloses the sign assembly wherein: the at least one alphanumeric locator includes at least two parallel edges, the at least two parallel edges of the at least one alphanumeric locator having an edge distance therebetween approximately equal to a side distance between the two opposite sides of the opening in the template, whereby the at least one alphanumeric locator can be easily and accurately placed into position within the opening in the template (Fig. 5A and Col 6, lines 1-50).

Becker teaches the sign assembly wherein: the at least one alphanumeric locator comprises a plurality of alphanumeric locators (Col 2, lines 23-47).

Becker teaches the sign assembly including: a panel (76) comprising an outer margin, the template and a guide (Fig. 5A); wherein the template is removably connected to the outer margin and the guide is removably connected to the template (Fig. 5A and Col 6, lines 1-50).

Becker does not disclose the sign system assembly wherein the template comprises a scale thereon.

Evans discloses a sign system assembly comprising a template (1) comprising a scale (2, 5) thereon and an opening therethrough (6, 8); wherein the opening in the template (6, 8) includes at least two parallel sides (Figs. 1 and 3); wherein the scale (2, 5) is located adjacent two opposite sides of the at least two parallel sides (Figs. 1 and 3); wherein the scale comprises a

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plurality of marks along each of the two opposite sides signifying a distance from a center point of the scale (Figs. 1 and 3, Col 2, line 50-Col 3, line 10).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the sign system assembly of Becker to include a scale thereon, as taught by Evans, so that the alphanumeric locators could be placed at spaced intervals along the template and so that the user would be able to measure the distance between each of the alphanumeric locators, between the edges of the template and the alphanumeric locators, and between the center of the template and the alphanumeric locators.

Regarding claim 34: Becker discloses a method of accurately making a sign comprising: providing a frame having a face; providing a template with a scale therethrough; providing an opening through the template; placing the template in position against the face of the frame; providing at least one alphanumeric locator, the at least one alphanumeric locator having an aperture therethrough; locating the at least one alphanumeric locator within the opening of the template and aligning a portion of the at least one alphanumeric locator with the scale of the template to accurately position the at least one alphanumeric locator; providing an alphanumeric symbol for each alphanumeric locator, each alphanumeric symbol having a periphery corresponding to a perimeter of the aperture of one of the at least one alphanumeric locator; inserting the alphanumeric symbol through the aperture in one of the at least one alphanumeric locator; and connecting each alphanumeric symbol to the face of the frame (Col 1, line 43-Col 2, line 47, Col 3, line 43-Col 4, line 55, and Col 6, lines 1-50).

Becker does not disclose the method of accurately making a sign wherein the template comprises a scale thereon.

Evans discloses a method of accurately making a sign comprising a template (1) comprising a scale (2, 5) thereon and an opening therethrough (6, 8); wherein the opening in the template (6, 8) includes at least two parallel sides (Figs. 1 and 3); wherein the scale (2, 5) is located adjacent two opposite sides of the at least two parallel sides (Figs. 1 and 3); wherein the scale comprises a plurality of marks along each of the two opposite sides signifying a distance from a center point of the scale (Figs. 1 and 3, Col 2, line 50-Col 3, line 10).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the sign making method of Becker to include a scale thereon, as taught by Evans, so that the alphanumeric locators could be placed at spaced intervals along the template and so that the user would be able to measure the distance between each of the alphanumeric locators, between the edges of the template and the alphanumeric locators, and between the center of the template and the alphanumeric locators.

Regarding claim 36: Becker discloses a method of accurately making a sign with a frame having a face, the method comprising: providing a template with a scale therethrough; providing an opening through the template; placing the template in position against the face of the frame; providing at least one alphanumeric locator, the at least one alphanumeric locator having an aperture therethrough; locating the at least one alphanumeric locator within the opening of the template and aligning a portion of the at least one alphanumeric locator with the scale of the template to accurately position the at least one alphanumeric locator; providing an alphanumeric symbol for each alphanumeric locator, each alphanumeric symbol having a periphery corresponding to a perimeter of the aperture of one of the at least one alphanumeric locator; inserting the alphanumeric symbol through the aperture in one of the at least one alphanumeric

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locator; and connecting each alphanumeric symbol to the face of the frame (Col 1, line 43-Col 2, line 47, Col 3, line 43-Col 4, line 55, and Col 6, lines 1-50).

Becker does not disclose the method of accurately making a sign wherein the template comprises a scale thereon.

Evans discloses a method of accurately making a sign comprising a template (1) comprising a scale (2, 5) thereon and an opening therethrough (6, 8); wherein the opening in the template (6, 8) includes at least two parallel sides (Figs. 1 and 3); wherein the scale (2, 5) is located adjacent two opposite sides of the at least two parallel sides (Figs. 1 and 3); wherein the scale comprises a plurality of marks along each of the two opposite sides signifying a distance from a center point of the scale (Figs. 1 and 3, Col 2, line 50-Col 3, line 10).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the sign making method of Becker to include a scale thereon, as taught by Evans, so that the alphanumeric locators could be placed at spaced intervals along the template and so that the user would be able to measure the distance between each of the alphanumeric locators, between the edges of the template and the alphanumeric locators, and between the center of the template and the alphanumeric locators.

Regarding claim 38: Becker discloses a method of accurately aligning at least one alphanumeric symbol of a face of a frame to make a sign, the method: providing a template with a scale therethrough; providing an opening through the template; placing the template in position against the face of the frame; providing at least one alphanumeric locator, the at least one alphanumeric locator having an aperture therethrough; locating the at least one alphanumeric locator within the opening of the template and aligning a portion of the at least one alphanumeric locator with the scale of the template to accurately position the at least one alphanumeric locator;

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providing an alphanumeric symbol for each alphanumeric locator, each alphanumeric symbol having a periphery corresponding to a perimeter of the aperture of one of the at least one alphanumeric locator; inserting the alphanumeric symbol through the aperture in one of the at least one alphanumeric locator; and connecting each alphanumeric symbol to the face of the frame (Col 1, line 43-Col 2, line 47, Col 3, line 43-Col 4, line 55, and Col 6, lines 1-50).

Becker does not disclose the method of accurately making a sign wherein the template comprises a scale thereon.

Evans discloses a method of accurately making a sign comprising a template (1) comprising a scale (2, 5) thereon and an opening therethrough (6, 8); wherein the opening in the template (6, 8) includes at least two parallel sides (Figs. 1 and 3); wherein the scale (2, 5) is located adjacent two opposite sides of the at least two parallel sides (Figs. 1 and 3); wherein the scale comprises a plurality of marks along each of the two opposite sides signifying a distance from a center point of the scale (Figs. 1 and 3, Col 2, line 50-Col 3, line 10).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the sign making method of Becker to include a scale thereon, as taught by Evans, so that the alphanumeric locators could be placed at spaced intervals along the template and so that the user would be able to measure the distance between each of the alphanumeric locators, between the edges of the template and the alphanumeric locators, and between the center of the template and the alphanumeric locators.

3. Claims 4, 15, 26 are rejected under 35 U.S.C. 103(a) as being unpatentable over Becker and Evans as applied to claims 1-3, 5-10, 13, 14, 16-21, 24, 25, 27-32, 34 above, and further in view of Stanley et al. (U. S. Patent No. 5,918,398).

Becker and Evans disclose the sign system assembly as described above in paragraph 2.

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Becker and Evans do not disclose a sign assembly wherein the ridge defines an oval interior space; and the template includes an oval boundary corresponding to the oval interior space defined by the ridge of the frame; wherein the panel includes first perforations defining a first interface between the outer margin and the template and second perforations defining a second interface between the template and the guide, the second perforations defining the opening in the template whereby the opening is formed by removing the guide.

Stanley et al. discloses a sign assembly wherein the ridge defines an oval interior space; and the template includes an oval boundary corresponding to the oval interior space defined by the ridge of the frame (Col 5, lines 30-43); wherein the panel includes first perforations defining a first interface between the outer margin and the template and second perforations defining a second interface between the template and the guide, the second perforations defining the opening in the template whereby the opening is formed by removing the guide (Figs. 3 and 6).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the sign assembly of Becker and Evans to be shaped as an oval and to include perforations, as taught by Stanley et al., so that a user could further customize the lettering design and to define additional areas in which to have alphanumeric symbols (Stanley et al., Col 2, lines 25-52 and Col 5, lines 30-43).

4. Claims 12, 23, 35, 37 are rejected under 35 U.S.C. 103(a) as being unpatentable over Becker and Evans as applied to claim 1-3, 5-10, 13, 14, 16-21, 24, 25, 27-32, 34 above, and further in view of Gerrish (U. S. Patent No. 3,956,838).

Becker and Evans disclose the sign system assembly as described above in paragraph 2, wherein the adhesive may be any kind available (Becker, Col 6, lines 28-40).

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Becker and Evans do not disclose a sign assembly wherein the alphanumeric symbol includes doubled sided tape on a rear side thereof defining the adhesive backing.

Gerrish discloses a sign system assembly wherein the placed article includes doubled sided tape on a rear side thereof defining the adhesive backing (Col 3, lines 7-34).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the sign system assembly of Becker and Evans to use double sided tape as an adhesive, as taught by Gerrish, so that the user could place the adhesive as is desired or needed by the design (Gerrish, Col 3, lines 7-34, specifically lines 14-25).

5. Claims 1, 10, 11, 13, 21, 22, 24; 32, 33-50 are rejected under 35 U.S.C. 103(a) as being unpatentable over Stanley et al. (U. S. Patent No. 5,918,398) in view of Heuser (U. S. Patent No. 3,315,387).

Regarding claims 1, 10, 11, 39, 40: Stanley et al. discloses a sign system assembly comprising: a frame (4) having a face (Fig. 1); a template (18) adapted to fit against the face in an accurate position thereon (Figs. 1 and 3), the template having an opening therethrough (opening at 20) and a scale thereon (created by lines 20c, d, e, Figs. 1-3); at least one alphanumeric locator (22) configured to fit within the opening of the template and be properly located in position by aligning a portion of the at least one alphanumeric locator with the scale of the template (Col 4, lines 1-25), and an alphanumeric symbol (22e) for each alphanumeric locator, each alphanumeric symbol having an adhesive backing (Col 4, lines 12-16); and wherein the alphanumeric symbol can be accurately positioned on the face of the frame by adhering the alphanumeric symbol to the face of the frame (Col 4, lines 1-25).

Stanley et al. discloses the sign system assembly including a panel (14) comprising an outer margin, the template and a guide (20); wherein the template is removably connected to the outer margin and the guide is removably connected to the template (Fig. 3).

Stanley et al. discloses the sign system assembly wherein: the panel includes first perforations defining a first interface between the outer margin and the template and second perforations defining a second interface between the template and the guide, the second perforations defining the opening in the template whereby the opening is formed by removing the guide (Fig. 3, Col 3, lines 63-67).

Stanley et al. discloses the sign system assembly wherein the at least one alphanumeric locator comprises two alphanumeric locators; and the at least two alphanumeric locators are configured to fit within the opening of the template and be properly located in position by aligning the portion of each of the at least two alphanumeric locators with the scale of the template (Figs. 1-6 and Col 4, lines 1-25).

Stanley et al. discloses the sign assembly wherein the at least one alphanumeric locator can slide within the opening of the template to align the portion of the at least one alphanumeric locator with the scale of the template (Figs. 1, 4-6 and Col 4, lines 40-67).

Stanley et al. does not disclose the sign system assembly wherein the at least one alphanumeric locator has an aperture therethrough; wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol.

Heuser discloses a sign system assembly (Figs. 7, 10, 11) wherein the at least one alphanumeric locator (1) has an aperture therethrough (5); wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol (6, Figs. 4-6 and Col 2, lines 33-51).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the alphanumeric locator of Stanley et al. to include an aperture defining an alphanumeric symbol, as taught by Heuser, so that the user could further customize the assembly by removing the alphanumeric symbol.

Regarding claims 13, 21, 22, 41, 42: Stanley et al. discloses a sign making system assembly for a frame (4) having a face (Fig. 1) comprising: a template (18) adapted to fit against the face in an accurate position thereon (Figs. 1 and 3), the template having an opening therethrough (opening at 20) and a scale thereon (created by lines 20c, d, e, Figs. 1-3); at least one alphanumeric locator (22) configured to fit within the opening of the template and be properly located in position by aligning a portion of the at least one alphanumeric locator with the scale of the template (Col 4, lines 1-25), and an alphanumeric symbol (22e) for each alphanumeric locator, each alphanumeric symbol having an adhesive backing (Col 4, lines 12-16); and wherein the alphanumeric symbol can be accurately positioned on the face of the frame by adhering the alphanumeric symbol to the face of the frame (Col 4, lines 1-25).

Stanley et al. discloses the sign system assembly including a panel (14) comprising an outer margin, the template and a guide (20); wherein the template is removably connected to the outer margin and the guide is removably connected to the template (Fig. 3).

Stanley et al. discloses the sign system assembly wherein: the panel includes first perforations defining a first interface between the outer margin and the template and second perforations defining a second interface between the template and the guide, the second perforations defining the opening in the template whereby the opening is formed by removing the guide (Fig. 3, Col 3, lines 63-67).

Stanley et al. discloses the sign system assembly wherein the at least one alphanumeric locator comprises two alphanumeric locators; and the at least two alphanumeric locators are configured to fit within the opening of the template and be properly located in position by aligning the portion of each of the at least two alphanumeric locators with the scale of the template (Figs. 1-6 and Col 4, lines 1-25).

Stanley et al. discloses the sign assembly wherein the at least one alphanumeric locator can slide within the opening of the template to align the portion of the at least one alphanumeric locator with the scale of the template (Figs. 1, 4-6 and Col 4, lines 40-67).

Stanley et al. does not disclose the sign system assembly wherein the at least one alphanumeric locator has an aperture therethrough, wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol.

Heuser discloses a sign system assembly (Figs. 7, 10, 11) wherein the at least one alphanumeric locator (1) has an aperture therethrough (5); wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol (6, Figs. 4-6 and Col 2, lines 33-51).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the alphanumeric locator of Stanley et al. to include an aperture defining an alphanumeric symbol, as taught by Heuser, so that the user could further customize the assembly by removing the alphanumeric symbol.

Regarding claims 24, 32, 33, 43, 44: Stanley et al. discloses a sign making system assembly for placing alphanumeric symbols on a frame (4) having a face (Fig. 1), the assembly comprising: a template (18) adapted to fit against the face in an accurate position thereon (Figs. 1 and 3), the template having an opening therethrough (opening at 20) and a scale thereon (created

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by lines 20c, d, e, Figs. 1-3); at least one alphanumeric locator (22) configured to fit within the opening of the template and be properly located in position by aligning a portion of the at least one alphanumeric locator with the scale of the template (Col 4, lines 1-25), and an alphanumeric symbol (22e) for each alphanumeric locator, each alphanumeric symbol having an adhesive backing (Col 4, lines 12-16); and wherein the alphanumeric symbol can be accurately positioned on the face of the frame by adhering the alphanumeric symbol to the face of the frame (Col 4, lines 1-25).

Stanley et al. discloses the sign system assembly including a panel (14) comprising an outer margin, the template and a guide (20); wherein the template is removably connected to the outer margin and the guide is removably connected to the template (Fig. 3).

Stanley et al. discloses the sign system assembly wherein: the panel includes first perforations defining a first interface between the outer margin and the template and second perforations defining a second interface between the template and the guide, the second perforations defining the opening in the template whereby the opening is formed by removing the guide (Fig. 3, Col 3, lines 63-67).

Stanley et al. discloses the sign system assembly wherein the at least one alphanumeric locator comprises two alphanumeric locators; and the at least two alphanumeric locators are configured to fit within the opening of the template and be properly located in position by aligning the portion of each of the at least two alphanumeric locators with the scale of the template (Figs. 1-6 and Col 4, lines 1-25).

Stanley et al. discloses the sign assembly wherein the at least one alphanumeric locator can slide within the opening of the template to align the portion of the at least one alphanumeric locator with the scale of the template (Figs. 1, 4-6 and Col 4, lines 40-67).

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Stanley et al. does not disclose the sign system assembly wherein the at least one alphanumeric locator has an aperture therethrough; wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol.

Heuser discloses a sign system assembly (Figs. 7, 10, 11) wherein the at least one alphanumeric locator (1) has an aperture therethrough (5); wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol (6, Figs. 4-6 and Col 2, lines 33-51).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the alphanumeric locator of Stanley et al. to include an aperture defining an alphanumeric symbol, as taught by Heuser, so that the user could further customize the assembly by removing the alphanumeric symbol.

Regarding claims 34, 35, 45, 46: Stanley et al. discloses a method of accurately making a sign comprising: providing a frame having a face; providing a template with a scale thereon; providing an opening through the template; placing the template in position against the face of the frame; providing at least one alphanumeric locator; locating the at least one alphanumeric locator within the opening of the template and aligning a portion of the at least one alphanumeric locator with the scale of the template to accurately position the at least one alphanumeric locator; providing an alphanumeric symbol for each alphanumeric locator; and connecting each alphanumeric symbol to the face of the frame (Col 3, line 60-Col 4, line 25).

Stanley et al. discloses the method of accurately making a sign including adhering double sided tape to the alphanumeric symbol (Col 4, lines 64-67).

Stanley et al. discloses the method of accurately making a sign wherein the at least one alphanumeric locator comprises two alphanumeric locators; and the at least two alphanumeric

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locators are configured to fit within the opening of the template and be properly located in position by aligning the portion of each of the at least two alphanumeric locators with the scale of the template (Figs. 1-6 and Col 4, lines 1-25).

Stanley et al. discloses the method of accurately making a sign wherein the at least one alphanumeric locator can slide within the opening of the template to align the portion of the at least one alphanumeric locator with the scale of the template (Figs. 1, 4-6 and Col 4, lines 40-67).

Stanley et al. does not disclose the method of accurately making a sign wherein the at least one alphanumeric locator has an aperture therethrough; wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol.

Heuser discloses a method of accurately making a sign (Figs. 7, 10, 11) wherein the at least one alphanumeric locator (1) has an aperture therethrough (5); wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol (6, Figs. 4-6 and Col 2, lines 33-51).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the alphanumeric locator of Stanley et al. to include an aperture defining an alphanumeric symbol, as taught by Heuser, so that the user could further customize the assembly by removing the alphanumeric symbol.

Regarding claims 36, 37, 47, 48: Stanley et al. discloses a method of accurately making a sign comprising: providing a frame having a face; providing a template with a scale thereon; providing an opening through the template; placing the template in position against the face of the frame; providing at least one alphanumeric locator; locating the at least one alphanumeric locator within the opening of the template and aligning a portion of the at least one alphanumeric

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locator with the scale of the template to accurately position the at least one alphanumeric locator; providing an alphanumeric symbol for each alphanumeric locator; and connecting each alphanumeric symbol to the face of the frame (Col 3, line 60-Col 4, line 25).

Stanley et al. discloses the method of accurately making a sign including adhering double sided tape to the alphanumeric symbol (Col 4, lines 64-67).

Stanley et al. discloses the method of accurately making a sign wherein the at least one alphanumeric locator comprises two alphanumeric locators; and the at least two alphanumeric locators are configured to fit within the opening of the template and be properly located in position by aligning the portion of each of the at least two alphanumeric locators with the scale of the template (Figs. 1-6 and Col 4, lines 1-25).

Stanley et al. discloses the method of accurately making a sign wherein the at least one alphanumeric locator can slide within the opening of the template to align the portion of the at least one alphanumeric locator with the scale of the template (Figs. 1, 4-6 and Col 4, lines 40-67).

Stanley et al. does not disclose the method of accurately making a sign wherein the at least one alphanumeric locator has an aperture therethrough; wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol.

Heuser discloses a method of accurately making a sign (Figs. 7, 10, 11) wherein the at least one alphanumeric locator (1) has an aperture therethrough (5); wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol (6, Figs. 4-6 and Col 2, lines 33-51).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the alphanumeric locator of Stanley et al. to include an aperture defining an

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alphanumeric symbol, as taught by Heuser, so that the user could further customize the assembly by removing the alphanumeric symbol.

Regarding claims 38, 49, 50: Stanley et al. discloses a method of accurately aligning at least one alpha numeric symbol on a face of a frame to make a sign comprising: providing a frame having a face; providing a template with a scale thereon; providing an opening through the template; placing the template in position against the face of the frame; providing at least one alphanumeric locator; locating the at least one alphanumeric locator within the opening of the template and aligning a portion of the at least one alphanumeric locator with the scale of the template to accurately position the at least one alphanumeric locator; providing an alphanumeric symbol for each alphanumeric locator; and connecting each alphanumeric symbol to the face of the frame (Col 3, line 60-Col 4, line 25).

Stanley et al. discloses the method of accurately aligning at least one alpha numeric symbol on a face of a frame to make a sign wherein the at least one alphanumeric locator comprises two alphanumeric locators; and the at least two alphanumeric locators are configured to fit within the opening of the template and be properly located in position by aligning the portion of each of the at least two alphanumeric locators with the scale of the template (Figs. 1-6 and Col 4, lines 1-25).

Stanley et al. discloses the method of accurately aligning at least one alpha numeric symbol on a face of a frame to make a sign wherein the at least one alphanumeric locator can slide within the opening of the template to align the portion of the at least one alphanumeric locator with the scale of the template (Figs. 1, 4-6 and Col 4, lines 40-67).

Stanley et al. does not disclose the method of accurately aligning at least one alpha numeric symbol on a face of a frame to make a sign wherein the at least one alphanumeric

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locator has an aperture therethrough; wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol.

Heuser discloses a method of accurately aligning at least one alpha numeric symbol on a face of a frame to make a sign (Figs. 7, 10, 11) wherein the at least one alphanumeric locator (1) has an aperture therethrough (5); wherein each aperture has a perimeter corresponding to a periphery of at least one alphanumeric symbol (6, Figs. 4-6 and Col 2, lines 33-51).

It would have been obvious to one of ordinary skill in the art at the time the invention was made to modify the alphanumeric locator of Stanley et al. to include an aperture defining an alphanumeric symbol, as taught by Heuser, so that the user could further customize the assembly by removing the alphanumeric symbol.

Response to Arguments

6. Applicant's arguments with respect to claims 1-50 have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Amy R Cohen whose telephone number is (571) 272-2238. The examiner can normally be reached on 8 am - 5 pm, M-F.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Diego F. Gutierrez can be reached on (571) 272-2245. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

ARC
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